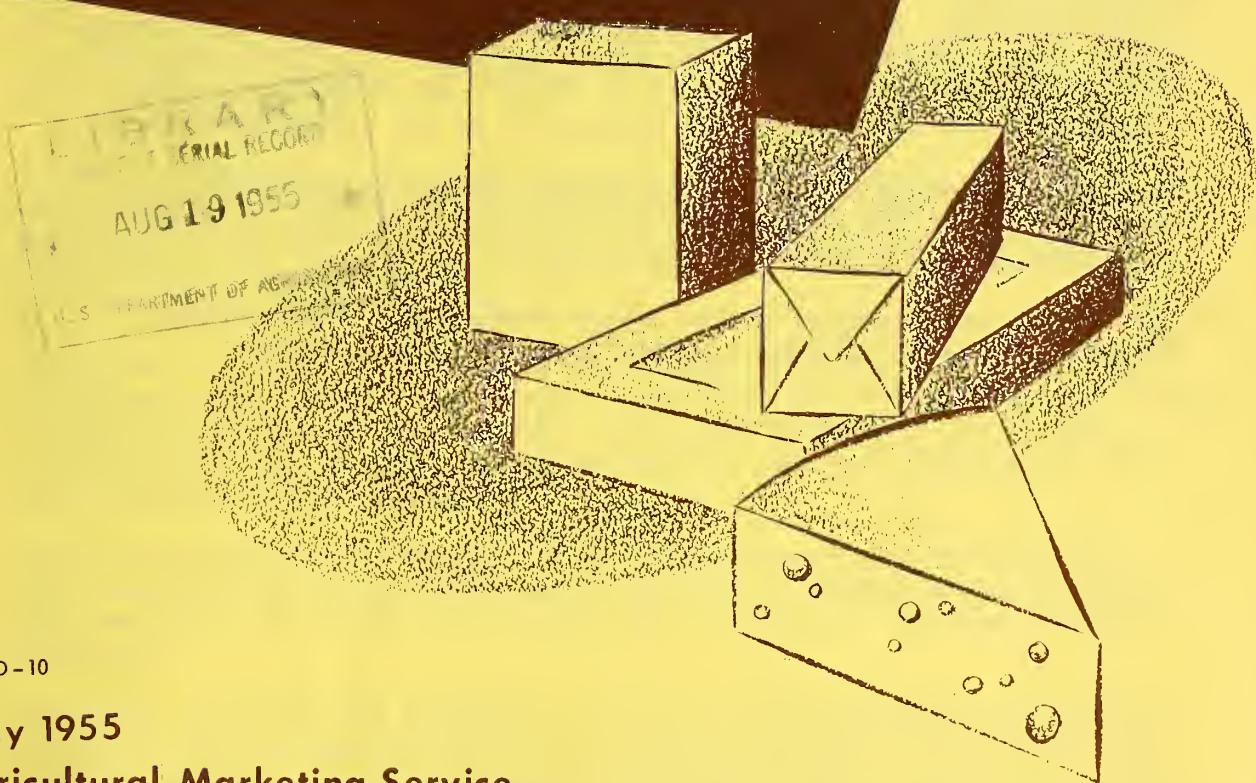


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, May 1955



HPPD-10

July 1955
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, MAY 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders reported that they bought 6 percent more butter and 8 percent more margarine in May 1955 than in May a year ago. They also reported a small gain during May 1955 in purchases of natural cheese, compared with a year earlier, but a large drop in total purchases of processed cheese types. Cottage cheese purchases for household use were off slightly in May 1955 compared with May 1954. Purchases of nonfat dry milk solids by householders were reported more than 20 percent greater than a year earlier.

Householders bought over 62 million pounds of butter during the 4-week period of May 1955, a gain of about 4 million pounds over purchases in May 1954. This gain was associated with an increase in the percentage of all families buying. There was no reported change from last year in the average size of purchase per buying family, but the frequency of purchase was somewhat lower.

Butter purchases for household use during the period April 1954-March 1955 were reported 13 percent greater than in April 1953-March 1954. They had been greater each month than in the same month a year earlier. For the 2 months April-May 1955, household purchases of butter were 7 percent greater than in April-May 1954.

Purchases of butter for household use in May 1955 were just below those of the preceding month. The average price paid for butter by householders in this survey during May 1955 was just under 67 cents a pound, down slightly from the preceding month but about 1 cent per pound above the price reported a year earlier.

About 45 percent of all families reported purchases of butter during the 4-week period of May 1955, which was over 2 percentage points above the same month in 1954 but about the same as in the 4 preceding months (table 1).

Margarine purchases for household use during May 1955 were reported at almost 94 million pounds, up about 7 million pounds from May 1954. The reported gain was associated with more families buying and larger purchases per buying family, but a drop in frequency of purchase per buying family.

For the April 1954-March 1955 period, margarine purchases by householders were reported about 3 percent larger than in the preceding 12-month period. These purchases had been smaller than a year earlier during April-September 1954 but larger during October 1954-March 1955. In April-May 1955, household purchases of margarine were 10 percent larger than in the same 2 months last year.

Householders reported buying almost 4 million pounds less of margarine in May 1955 than in the preceding month. Average prices reported paid for margarine by consumers in this survey were almost 2 cents per pound below May a year ago and were at the lowest level reported for the 26 months covered by these reports.

Almost 60 percent of all families reported margarine purchases in May 1955 compared with 56 percent in May 1954. However, the percentage of all families buying margarine during May 1955 was down from that reported for the 7 preceding months (table 2).

Data for April 1953-March 1954 and April 1954-March 1955 indicated that household use of margarine was about 90 percent of total domestic disappearance of margarine in all channels--household and nonhousehold. Comparable data for butter show that household use of butter was over 60 percent of total domestic civilian disappearance of creamery butter in household and nonhousehold channels.

Nineteen percent of all families reported buying both butter and margarine in May 1955, about 1 percentage point higher than in May 1954. The reported percentage buying neither in May 1955 was 14 percent, down about 4 percentage points from a year earlier.

Householders bought a total of 47.5 million pounds of natural and processed cheese (purchased weight basis) in May 1955 compared with 51.3 million pounds a year ago. The total for May of this year included a gain of 1.3 million pounds in natural cheese purchases but a drop of 5 million pounds in processed cheese purchases.

Natural cheese purchases by householders during May 1955 were reported at 26.5 million pounds. Compared with a year earlier, consumers reported larger purchases of American, Swiss, and cream cheese but smaller purchases of "other" types, which include specialty and foreign-type cheeses. Although total natural cheese purchases were higher than a year earlier, they were down from the preceding month (table 4).

Total processed cheese purchases--including cheese, cheese foods, and cheese spreads--for household use in May 1955 were reported at 21 million pounds compared with 26 million pounds a year earlier. Purchases of both processed cheese and cheese foods were smaller than a year earlier, with a particularly sharp drop for the cheese foods. Purchases of processed cheese spreads for household use in May 1955 were just above a year earlier. Compared with a month earlier, purchases of processed cheese were greater, cheese spreads about the same, and cheese foods lower (table 5).

Prices paid by householders on the National Consumer Panel for most natural and processed cheese types were reported lower in May 1955 than in May 1954. The only exception to this was a slightly higher average price for natural American cheese--the type most commonly sold. The lower prices ranged from fractionally downward to almost 5 percent for natural Swiss cheese.

Cottage cheese purchases, not included in the above cheese totals, were reported at 35.7 million pounds in May 1955 compared with 36.0 million pounds in May 1954. Compared with the preceding month, household purchases of cottage cheese were down about 2.5 million pounds. The average price paid for cottage cheese was unchanged from a year earlier and has been very stable over the last year (table 6).

Purchases of nonfat dry milk solids for household use in May 1955 were reported at 13.2 million pounds, 21 percent above the level reported a year earlier. In the 5 months January through April 1955, purchases of nonfat dry milk solids ranged from 12.4 million pounds to 13.5 million pounds, while in the preceding 9 months April-December 1954, they ranged from 9.4 to 11.1 million pounds.

The average of prices paid for nonfat dry milk solids by consumers in this survey was 39.5 cents per pound in May 1955, almost 2 cents per pound higher than in May 1954. Since December 1954, the average price for nonfat dry milk solids has been close to 40 cents per pound (table 7).

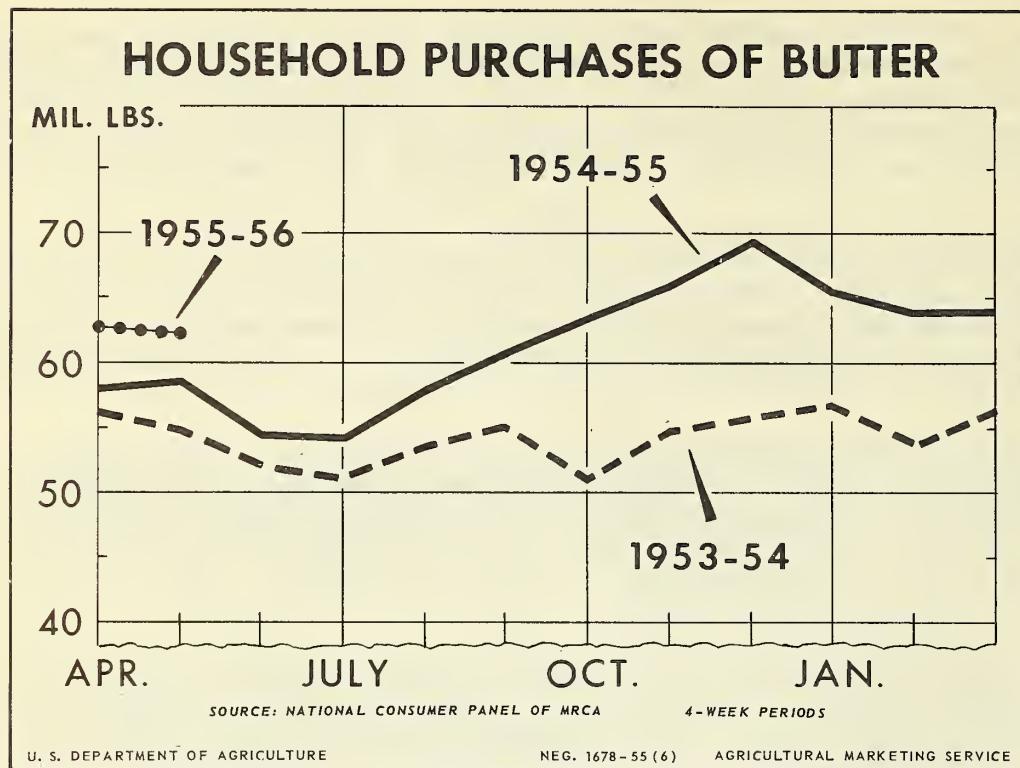


Figure 1

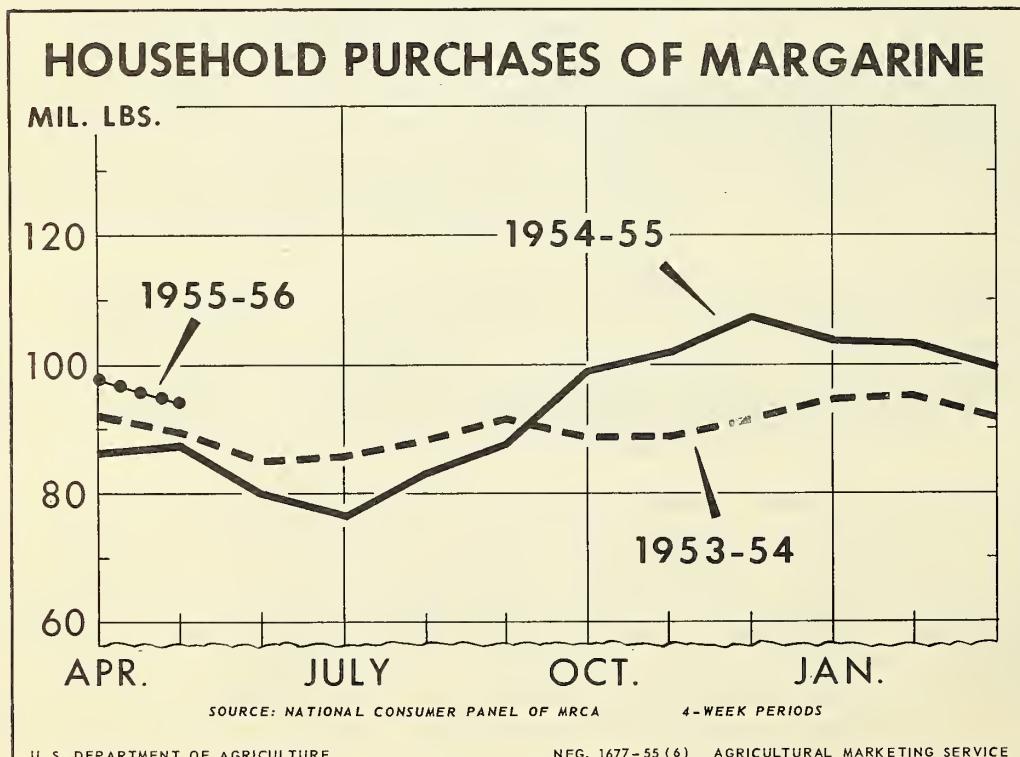


Figure 2

Table 1.--Butter: Household purchases and average price per pound
U. S., 4-week periods

National Consumer Panel of Market Research Corporation of America.

Table 2.--Margarine: Household purchases and average price per pound
U. S., 4-week periods

Period	Quantity purchased						Average price paid per pound				
	Total		Per 1,000 population								
	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54		
	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Cents	Cents	Cents		
April-----	97.5	86.3	92.1	604	516	605	25.3	26.2	26.2		
May-----	93.8	87.1	89.1	581	551	584	24.7	26.4	26.5		
June-----											
July-----											
August-----											
September-----											
October-----											
November-----											
December-----											
January-----											
February-----											
March-----											
April-----	97.5	86.3	92.1	604	516	605	25.3	26.2	26.2		
May-----	93.8	87.1	89.1	581	551	584	24.7	26.4	26.5		
June-----	79.9	84.5			506	554		26.7	26.0		
July-----	76.2	85.5			479	558		26.9	26.0		
August-----	82.7	88.0			520	574		26.8	26.1		
September-----	87.8	91.1			552	595		26.8	25.8		
October-----	98.7	88.2			616	573		26.2	25.4		
November-----	101.8	88.5			635	575		25.5	26.0		
December-----	107.4	91.8			670	597		25.7	26.7		
January-----	103.9	94.6			648	614		25.7	26.7		
February-----	103.4	94.7			615	600		25.7	25.8		
March-----	99.4	91.7			620	581		25.5	25.9		
April-----	60.3	56.4	58.6	2.19	2.38	2.47	1.52	1.45	1.43		
May-----	59.5	56.4	57.7	2.11	2.39	2.45	1.54	1.44	1.42		
June-----											
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August-----											
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November-----											
December-----											
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February-----											
March-----											

Period	Percentage of all families buying						Per buying family		
	Purchases			Quantity per purchase					
	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Number	Number	Number	Pounds	Pounds	Pounds
April-----	60.3	56.4	58.6	2.19	2.38	2.47	1.52	1.45	1.43
May-----	59.5	56.4	57.7	2.11	2.39	2.45	1.54	1.44	1.42
June-----									
July-----									
August-----									
September-----									
October-----									
November-----									
December-----									
January-----									
February-----									
March-----									

National Consumer Panel of Market Research Corporation of America.

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, May 1955

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds							
April-----	17,210	14,910	3,290	3,180	3,530	3,3 90	3,730	3,320
May-----	16,150	15,310	3,400	2,950	3,790	3,460	3,170	3,590
June-----		13,910		3,580		2,880		2,860
July-----		14,160		3,120		2,500		2,950
August-----		15,010		2,940		2,310		2,910
September-----		16,110		3,520		2,790		2,950
October-----		17,280		3,640		3,370		3,520
November-----		16,950		3,100		3,670		3,560
December-----		16,800		3,290		4,090		4,070
January-----		17,270		3,670		4,210		3,920
February-----		17,920		3,530		3,950		4,240
March-----		18,120		3,860		3,860		3,460
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Table 5.--Processed cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases					
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>
April-----:	9,010	10,740	5,240	9,110	6,440	5,670
May-----:	9,640	10,670	4,930	9,020	6,400	6,290
June-----:		10,330		9,420		5,450
July-----:		9,900		7,960		5,170
August-----:		9,940		7,580		5,710
September-----:		10,460		8,090		6,000
October-----:		10,000		8,160		6,790
November-----:		9,660		6,360		6,050
December-----:		9,210		6,210		6,130
January-----:		10,020		6,970		7,920
February-----:		10,700		7,250		8,350
March-----:		10,380		6,340		7,800
Average price paid per pound						
	Processed cheese		Cheese foods		Cheese spreads	
	1955-56		1954-55		1955-56	
	Cents	Cents	Cents	Cents	Cents	Cents
April-----:	61.5	60.9	45.0	47.1	51.0	57.9
May-----:	60.4	60.6	44.7	45.8	50.7	52.0
June-----:		61.2		45.8		54.3
July-----:		61.5		46.7		53.9
August-----:		61.2		46.6		51.9
September-----:		60.1		45.5		51.9
October-----:		61.2		44.8		52.1
November-----:		61.1		44.5		53.7
December-----:		62.0		46.1		55.6
January-----:		61.4		44.9		51.8
February-----:		61.4		44.2		49.8
March-----:		60.9		44.1		49.9

National Consumer Panel of Market Research Corporation of America.

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Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week period

Period	Purchases		Average price paid				Size of average purchases	
			Per 12 oz. unit for all purchases		Per actual 12 oz. unit purchases			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	Cents	Cents	Cents	Cents	Ounces	Ounces
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----	35,720	36,020	21.2	21.2	23.0	22.5	16.2	15.8
June-----	35,600		21.0		22.7		15.9	
July-----	34,300		20.9		22.7		15.9	
August-----	32,820		21.2		23.0		15.7	
September-----	31,720		21.1		22.8		15.7	
October-----	32,780		21.3		23.0		15.5	
November-----	32,940		21.4		23.1		15.9	
December-----	30,110		21.2		23.1		16.0	
January-----	34,990		21.2		23.2		16.0	
February-----	38,200		21.3		23.2		15.8	
March-----	43,240		21.2		23.0		16.0	

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Period	Quantity purchased				Average price paid				
	Average per purchase	Total			Per 1,000 population	Per pound for all purchases	Per actual 1-pound unit purchases		
		1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
		1,000 Ounces	1,000 Ounces	pounds	pounds	Pounds	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4
May-----	19.9	21.1	13,180	10,880	81.6	60.9	39.5	37.8	35.4
June-----	22.6		9,560			60.5		37.3	35.4
July-----	23.5		9,560			60.1		36.4	34.8
August-----	22.6		9,410			59.1		35.5	33.7
September-----	22.0		9,910			62.3		36.7	34.1
October-----	20.6		10,360			67.7		38.3	35.0
November-----	20.3		10,660			66.5		38.5	35.9
December-----	19.9		10,110			63.1		39.7	35.6
January-----	19.2		12,360			77.1		40.5	36.1
February-----	18.9		13,510			84.2		40.3	35.8
March-----	18.6		13,280			82.8		40.2	35.3

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